

# Wine Industry Metrics - Winery Job Index - April 2018

Wines Vines Analytics

## Winery Hiring Rises 16% in April

Direct-to-consumer (DtC), winemaking and vineyard positions led Winejobs.com's Winery Jobs Index 16% higher in April versus a year ago to 482. This was just 3% below the all-time high of 497 achieved last month. Demand for DtC staff, including tasting room and retail positions, increased 28% followed by demand for winemaking roles (up 22%) and vineyard labor (up 12%). Demand for finance roles and general administration and other staff fell 22% and 18%, respectively.

Winery Job Index »	Month	12 Months
April 2018	482	333
April 2017	414	303

### WINERY JOB INDEX



Source: winejobs.com.

The Winery Job Index was 482 in April, up 16% from a year earlier, an all-time high for the month.

### WINEMAKING JOB SUBCATEGORY



Source: winejobs.com

Winemaking positions continued to see strong demand, with the index for the subcategory rising 22% to 630 in April.

### SALES AND MARKETING JOB SUBCATEGORY



Source: winejobs.com

Demand for sales and marketing positions increased 4% in April to an index reading of 179.

### DIRECT-TO-CONSUMER JOB SUBCATEGORY



Source: winejobs.com

Direct-to-consumer positions, including tasting room and retail staff, saw demand rise 28% in April. The increase was the strongest of any subcategory, and lifted the index to a new benchmark of 971.

# WINES & VINES

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